

RJ REYNOLDS

TOBACCO COMPANY

FILE COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 18, 1997

RJR Account #186350

D. Prudence

F & T DISTRIBUTORS

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Diane:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as **26** skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
<i>Light</i>	12300-22588	2
<i>Light Men 100</i>	12300-22592	2
<i>Light 100</i>	12300-22589	1
<i>FF 100</i>	12300-22590	1

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

August 25, 1997

Ship Date to Retail:

Week of: September 8, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7000 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$853.71

Non-EFT \$ Amount:

\$N/A

51845 8350

-2-
B2G1F
F & T DISTRIBUTORS

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;

8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.

(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$29.40 (2.1 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: A. Zecca

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-B2G1F.DOC

51845 8351

Here's A September Offer That's Sure To Please: Buy Two Packs And Get One Free!

This "Buy 2 Packs - Get One Free" promotion is always popular with customers. For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.



This impactful Window Paster is a convenient 12"x12½" size and allows you to place it almost anywhere in your store.

The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.



51845 8352

©1997 R.J. REYNOLDS TOBACCO CO.

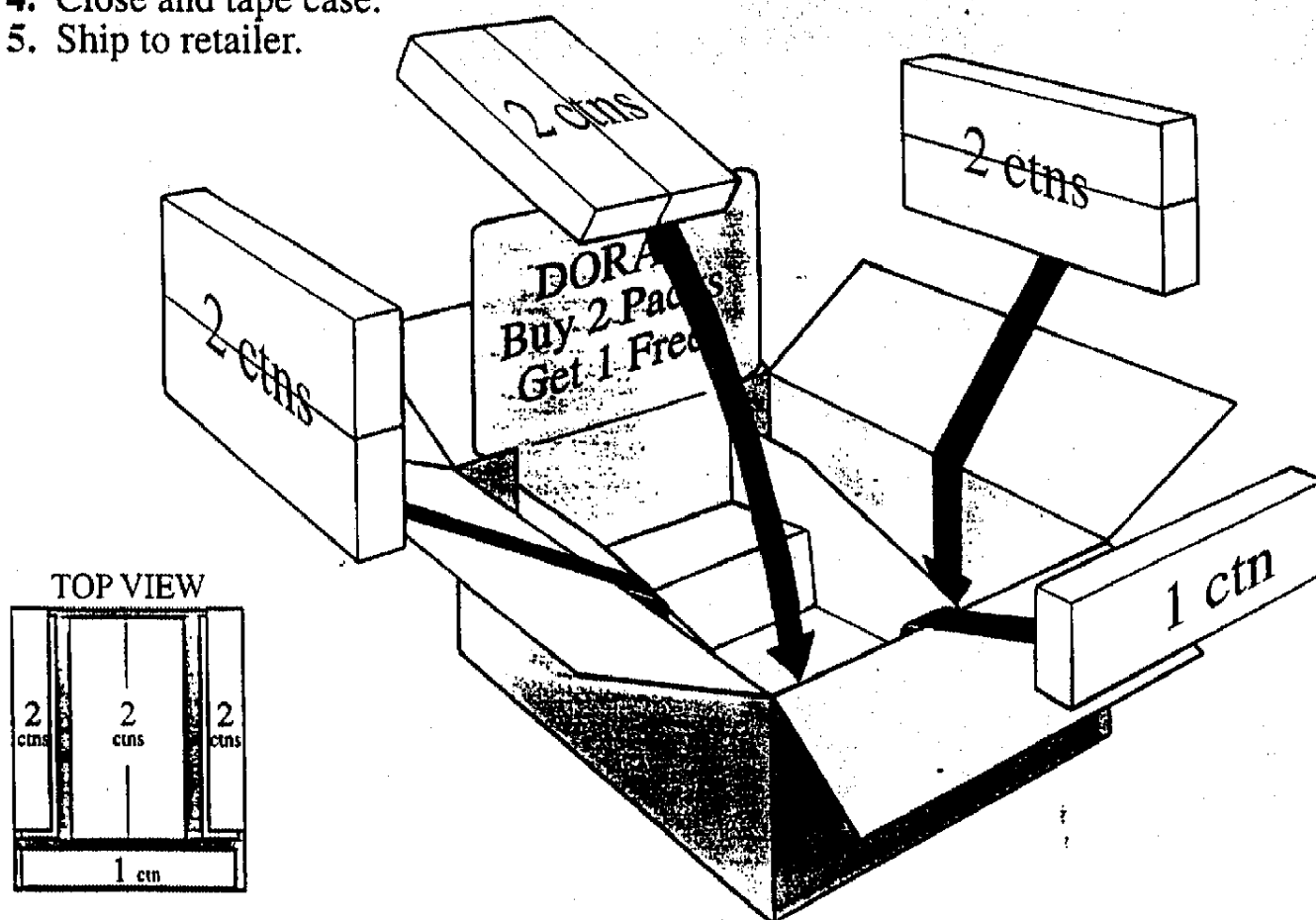
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR.'97

September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #530030

Description: DORAL September B2G1F Display/POS Kit

Brand Style	<i>Light</i>	<i>LT MEN 100</i>	<i>Light 100</i>	<i>ff 100</i>		
Number of Cartons						

51845 8353

WHOLESALE : 186350 F & I DISTRIBUTING CO., INC. <DIRECT>
 TEMPLATE : 701143 70900 DOR B2GIF SEPT

TEMPLATE SEQ : 0014

SALES LEVEL : 16XXXX

PAGE: 22
 DATE: 97-06-30
 TIME: 09:19 AM

TER	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	702678	GAS & GOODIES #5	1231 CAMPVILLE RD	ENDICOTT	NY	13760	1		2929-0000	(607)786-8885	
162205	162231	587897	K&H REDEMPTION CTR	62 PENDLETON ST	CORTLAND	NY	13045	5			(607)756-5552	
162205	162230	172778	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	13219	1			(315)488-7700	
162205	162230	442838	RICH'S DELI & BEV	413 MILTON AVE	SYRACUSE	NY	13204	2		921320	(315)487-1100	
162205	162231	059836	R. J. MOBIL #2/F	152 CLINTON ST	CORTLAND	NY	13045	2			(607)753-1724	
162205	162231	511556	JASON'S GROCERY/DEL	301 COLLEGE AVE	ITHACA	NY	14850	1			(607)273-0807	
162205	162231	715529	NINETEEN SIX CONNECTI	RT 96 & MILL STRE	CANDOR	NY	13743	2			(607)659-4066	
162205	162231	763732	EAST HILL CITGO	JUDF FALLS RD	ITHACA	NY	14850	1			(607)272-2250	
162205	162231	338469	BIG AL'S HILLTOP	1103 DANBY RD	ITHACA	NY	14850	1			(607)272-3448	
162205	162231	396274	NORTH AVE GAS STOP	UPPER NORTH AVE	OMEGO	NY	13827	2		2929-0000	(607)687-2605	
162205	162231	031651	PAYLO QUICK STOP	MAIN STREET	TRUMANSBURG	NY	14886	1			(607)387-9875	
162205	162231	269497	REYNOLDS VARIETY	ITHACA SHP PLZA	ITHACA	NY	14850	1			(607)272-9470	
162205	162231	329873	MAIN STREET DELI	2 W MAIN ST	OMEGO	NY	13827	2		2929-0000	(607)687-3300	
162205	162231	525346	VALLEY KORNEN	2102 MECKLENBURG	ITHACA	NY	14850	1			(607)273-6015	

PAGE BREAK TOTAL ACCOUNTS

14

TOTAL QUANTITY

23

TEMPLATE TOTAL ACCOUNTS

14

TOTAL QUANTITY

23



To All RJR Retail Partners

REMAIN THE REMINDER

DOIRALB2GHR

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS 10 PROMOTED CIGARETTES.

IMPORTANT NOTE: THIS SIGNATURE IS MADE AT YOUR WHOLESALE.
DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALE.
PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THE SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

51845 8355

09/22/97

ACCOUNT NUMBER: 186350	F&T DISTRIBUTING
VOUCHER NUMBER: 15370879	1278 DRYDEN ROAD
DATE WRITTEN: 09/22/97	ITHACA , NY 14850
STATUS: PAID	
AMOUNT PAID: 29.40	SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.10	29.40

EXPLANATION: SEPTEMBER: DORAL B2G1F PROMOTION #701143/ANTHONY ZECCA

51845 8356